BETTER RURAL LIVING THROUGH IMPROVED AGRICULTURAL PRACTICES

THE Carolina Farmer

IN THIS ISSUE

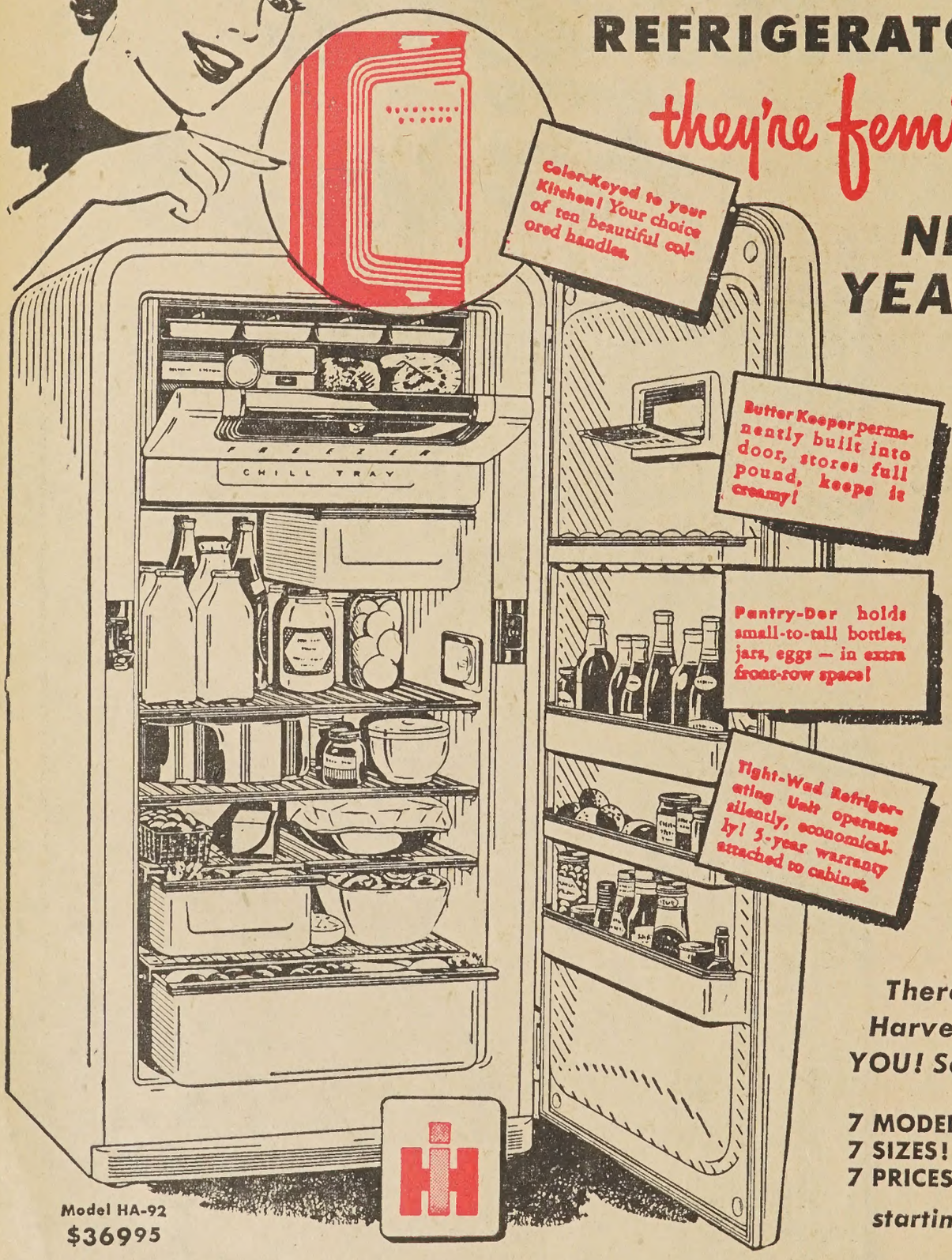
- Running Water Protects Farm Health
  by HERBERT C. ANGSTER
- Raising Tarheel Strawberries
- Capital Chatter
  by SCOTT SUMMERS
- It's Really Your Business

Official Organ
NORTH CAROLINA
Rural Electric Cooperatives

MAY 1951

Every Feature for Your Future!

INTERNATIONAL HARVESTER
REFRIGERATORS
they're femineered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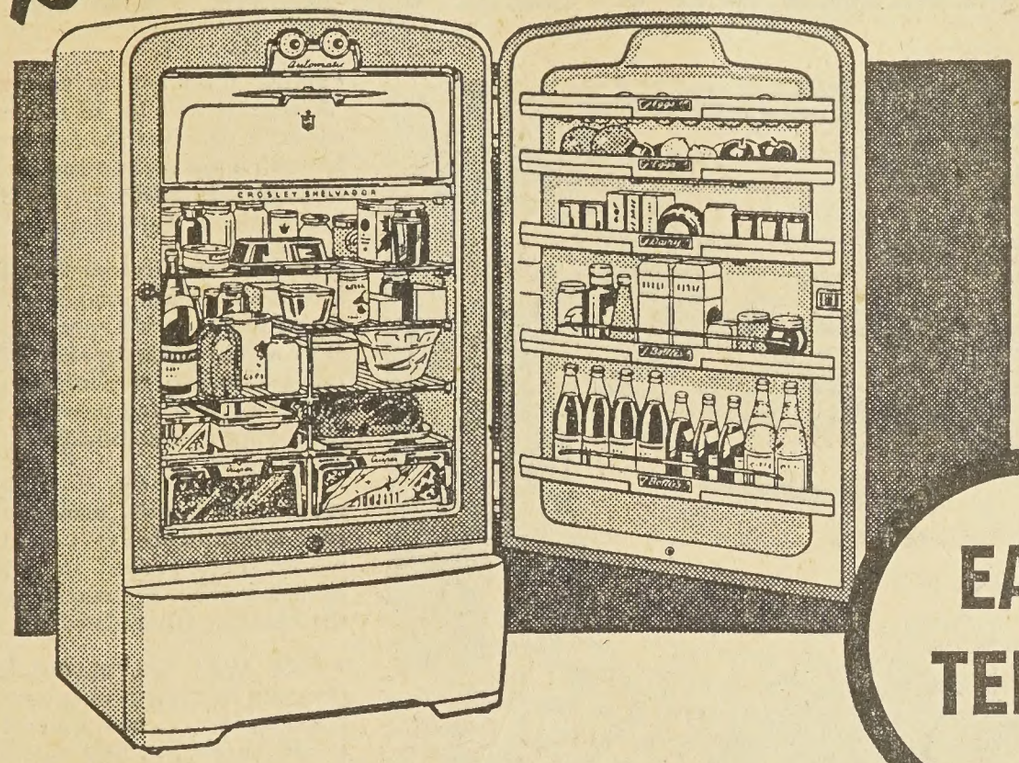

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Only CROSLEY gives you the SHELVADOR

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"CASH IF YOU HAVE IT — CREDIT IF YOU NEED IT"

You Produced It... Now Protect It with a Freezer you can Trust— KELVINATOR!

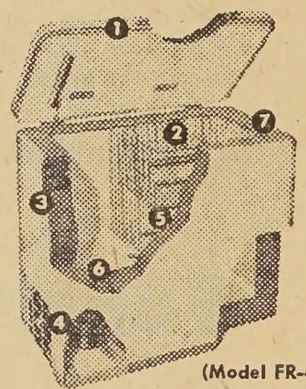
Freezing Asparagus for future feasting is just one of the many ways you eat better and save with a Kelvinator Freezer. Makes foodkeeping so much easier, too—free from the work and bother of old-fashioned preserving methods. And imagine—farm families report average savings of $208 a year with a Kelvinator. See the new 1951 Kelvinator Freezers... 6, 9, 13, 20 cu. ft. models (13 cu. ft. model illustrated) ... all tops in dependability... at your Kelvinator dealer's!

THAT food supply you've grown represents a lot of money... and effort! It deserves the *best* protection. Doesn't it just make good sense, then, to keep it in a freezer you can trust? Make *yours* a Kelvinator because:

- It's the one freezer that has built into it all the advantages of Kelvinator's full 37 years' experience! All the skill of the oldest maker of electric refrigerators for the home... pioneer maker of low temperature cabinets for the ice cream industry.
- The Polarsphere, Kelvinator's famous sealed unit, means plenty of sure, safe cold always... with never a worry! Time-proved in millions of homes, it packs big reserve power for the heaviest demands of hot weather.
- NEW 1951 KELVINATOR FREEZERS give you important new convenience features, too... new Pastri-Rack for baked goods... new shielded interior lights.

Get a freezer you can trust... at your Kelvinator dealer's now!

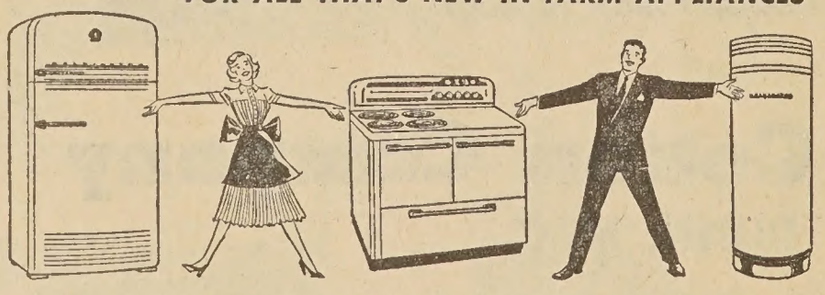
Kelvinator features like these mean more for your money, lasting satisfaction.



(Model FR-63)

1. Table-top lid with lock!
2. Handy storage baskets!
3. Thick Fiberglas Insulation!
4. Heavy-duty Polarsphere cold-maker!
5. Cold coils in all 4 walls!
6. Additional coils in bottom of separate fast-freezing section!
7. Space-saving chest-type design!

LOOK TO KELVINATOR FOR ALL THAT'S NEW IN FARM APPLIANCES



New Twin Control Kelvinator For Farm Kitchens! Sensational new refrigerator-freezer combination! See it!

New "Automatic Cook" Electric Range with Amazing Heat-Up Speed! Helps you cook better, easier than ever!

Automatic Electric Water Heaters! Have oceans of hot water on tap, with a Kelvinator Water Heater!

Get more—Get **Kelvinator**

Division of Nash-Kelvinator Corporation Detroit 32, Michigan

OLDEST MAKER OF ELECTRIC REFRIGERATORS FOR THE HOME!

WATT'S COOKING
By NICK and the STAFF

EDUCATION . . . The education of a farmer doesn't end when his "school days" end. The farmer keeps on learning all through life. He does if he "gets ahead"—or if he merely keeps up with the others.

"Nick" Nicholson

Almost every day something new is found about soils, seed, fertilizers, planting and harvesting methods, and storing of crops and marketing. Since the REA came along about 15 years ago, more than 3,000,000 farmers, more than 100,000 of them in North Carolina, have had something else to think about—to learn about. That's electricity—the new, powerful, dependable, economical farm hand made available by your rural electric co-op.

The current that comes into a co-op member's home on a little wire can do a hundred things that the "farm hand" of yesterday could not do—that no farmer would have asked him to do.

Not all that electricity can do for North Carolina Farmers has been discovered yet. Almost every day discoveries are being made. Occasionally one is "stumbled upon" by the farmer himself. But most discoveries are the result of research—studies and experiments, tests made by trained men in government or private laboratories. They are proving very valuable to our farmers.

Farmers who are members of a rural electric membership corporation have found that it is wise to keep in close touch with their cooperative for new developments resulting for this constant research. The "Electrification Advisor" is a member of the co-op staff. His duties are to provide you with the latest information designed to help you increase your efficiency in the use of electric power so that you may gain the full benefits of this important servant.

BEAUTY CONTEST . . . At the last meeting of your state association it was decided that a state-wide beauty contest among co-op members would be a good idea and would stimulate attendance at annual meetings.

The rules are simple—you must be a girl between 17 and 25 years of age. You or your parents must be a member of a co-op. Winners will be chosen at your co-op's annual meeting and the co-op winners will compete for the title of Miss North Carolina REA. Miss North Carolina REA will then compete at Chicago next spring for the national title . . . Sure sounds like a lot of fun.

Judging will be on the basis of beauty (50%), talent (30%) and poise (20%).

Ol' Nick knows that there are thousands of beautiful girls who live on the co-op lines. So . . . let your co-op manager know if you are interested in the contest, he'll see that you get all the details.

CONTENTS

Volume VI MAY, 1951 Number 5

IN THIS ISSUE

	Page
Watt's Cooking	5
Mail Box	6
Capital Chatter by Scott Summers	7
Running Water Protects Farm Health by Herbert C. Angster	8
Electric "Cowboy" Keeps Stock in Place	9
Cattle Graze on a Billion Acres	9
Good Pasture Practices	9
Raising Tarheel Strawberries	11
It's Really Your Business	12-13
The Carolina Homemaker	14
Household Hints	14
Patterns	15
Rat Baiting Part of Spring Cleanup	19
Electric Co-ops in Action	20-21
Editorially Speaking	22

OUR FRONT COVER

Wonder why strawberries always suggest strawberry shortcake to the editors? Could be because the luscious red berries are just so plain good when heaped upon sponge cake and topped with a generous dab of whipped cream. The young strawberry grower on our front cover this month is making a personal taste-test of his delightful product. With sale-cash in his jeans he'll be looking for shortcake, tarts, pies and preserves on Mom's table. Wish we'd get an invitation for dinner.

The Carolina Farmer

Dedicated To Better Rural Living

Published Monthly by

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Timber

Logs

Lumber

Stumpage

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We Pay Highest Cash

Prices at Cars

Geo. C. Brown & Co.

GREENSBORO, N. C.

MAIL BOX

Marshville—The Carolina Farmer is very interesting and helpful. I would be ready to move off the farm if it wasn't for electric line service. It would be impossible to get all the labor done that electricity does on our farm.—**Mrs. George B. Ashcraft.**

Fig—I am one of your members. I find a lot of pleasure in your magazine. I am 69 years old, and not able to do much work. Thank you for sending me the paper.—**Mrs. Roby Eastridge.**

Lenoir—I like the Carolina Farmer magazine very much. It has so many interesting things about farm life. The ways to have a better farm and a happy farm. The right way to raise things. Those things I like.—**Jean Watts.**

Tarboro—I enjoy reading about North Carolina in your magazine. It tells all about tobacco growers, where they can get the best tobacco curers, and how to use electricity on the farm.—**Frank Jones.**

Candor—We haven't had electricity in our home for long. We like to read the Carolina Farmer because it has so many helpful items about electricity. The advertisements are especially nice.—**Mrs. Cleveland Scott.**

Huntersville—I like the Mail Box column. I believe that an automatic pressure water system perhaps does more to improve the farmer's standard of living than any other single piece of equipment. It guards the family's health and bathed cows and chickens will produce more.—**Mrs. J. C. Graham.**

Rockingham—I wish the Carolina Farmer would tell us more about how to take care of various electrical appliances in the home. Electrical things like stoves and irons.—**Fay Mitchum.**

Nathans Creek—I always study the cover picture on my Carolina Farmer. It is always good. I think you publish everything we farmers are interested in. News about electricity, soil improvement, dairying, agriculture and many other things. The ads are interesting too.

"The Face Is Familiar . . ."

Producers of fresh fruits and vegetables, like the producers of practically everything else, are being called on for increased supplies.

This same thing happened during the last war, and growers and distributors delivered the goods. As a result, the produce industry earned and has held a position of greater importance in the national food picture.

So two long-range objectives — financial soundness for the industry and improved service to consumers — were furthered.

It looks like the same thing is beginning to happen all over again.

Once again the produce industry is faced with the responsibility of improving its *performance.*

Once again the produce industry is offered the opportunity of *improving* its *position.*

This situation calls for practical application of the *very same principles* progressive groups have been emphasizing for years. These fundamental principles are not revolutionary, or even new. But they are essential to the successful completion of the job at hand:

1. The production of varieties most useful in meeting the nation's food needs.
2. Increased efficiency in every phase of production, grading and packing.
3. Constant efforts by growers and distributors to eliminate damage, waste and spoilage.
4. Constant efforts by growers and distributors to get produce to the consumer at the peak of its quality and freshness.
5. Constant efforts to improve the distribution process by shortening the route, reducing handling and speeding movement.
6. More effective advertising and promotion of produce to create more uses and greater demand.

In other words, the situation calls for constant, cooperative efforts involving every segment of the industry, and covering every step from the beginning of production to the consumer's market basket.

The "face" of this program is certainly familiar. But we of the Atlantic Commission Company sincerely believe such a program will best enable the produce industry to meet its new responsibilities and promote its future well-being.

Atlantic Commission Company

Affiliate of The Great A&P Tea Company

CAPITAL CHATTER

By

SCOTT

SUMMERS

Failure of rural electric cooperatives to have either a legal representative or an executive secretary on hand to watch the 1951 Legislature, came within an inch of proving costly.

If there had not been a liberal governor in the Capitol, and if one or two of the legislators had not kept their eyes peeled, rural electric and rural telephone co-ops would now be sitting behind the eightball.

First, there was a proposal by Governor Scott to put all municipal telephone and electric companies under the Utilities Commission. But farm leaders got together and discovered that such a bill might be amended by the anti-administration General Assembly to include REA and RTA organization. So such legislation was not even introduced.

THREAT STOPPED

Second, a scatter-gun law aimed specifically at prohibiting operation of a cafeteria by the State Highway Commission in its new building was passed. In its general provisions against the State or any of its agencies "competing against private enterprise," sharp-eyed Senator Dearman of Iredell saw possibilities of it being used against REA-RTA. He sent in an amendment—promptly adopted—which specifically exempted REA from the measure.

Third, private power companies and merchants associations had planned again to seek to put cooperatives under the same taxes as private businesses in the State. Farm leaders were able to head this off this session (I expect they had to do a little horse-trading to do it), but that's an ever present threat.

Next time the rural electric and telephone co-ops may not be so fortunate. If a conservative governor is elected in 1952 along with a conservative-dominated General Assembly, you may be assured that another tax-the-co-ops fight will be staged.

I think the REA co-ops fail to realize the deadly seriousness of private power companies in their drive to eliminate cooperatives. They are spending millions of dollars on propaganda, trying to sell Americans on the idea that a cooperative is "socialistic" and only a shade better than communism. The way they tell it, you'd think all co-ops were organized by Joe Stalin.

MALICIOUS PROPAGANDA

For example, Carolina Power and Light Company sends out a constant stream of editorial reprints to every user of power on its lines. It sends stories and reprints to newspapers and radio stations. It buys radio time to further these views, and it spends thousands of dollars a year on newspaper and magazine advertising trying to sell the idea that even a little cooperative is a dangerous thing. Don't underestimate the effect of this propaganda program. The power companies (VEPCO) already have been able to take over the Roanoke River project from the government. This originally was planned as a public power project, according to the secretary of commerce, but you see who's getting it.

REA co-ops had better pay attention to that old American slogan: "United we stand; divided we fall." If they don't keep on the alert they are going to wake up one day and find themselves legislated right out of business.

Don't think for one minute it can't happen—you're up against some of the most ruthless business-men in the world.

LEGISLATIVE SUMMARY

Just about everyone has had a crack at summing up the "accomplishments" of this General Assembly. Perhaps the best job of doing that was done by one of the lawmakers, a representative from an eastern county.

He was collecting his books, getting ready to go home, when I walked by his desk. He turned to me with a doleful look on his face and remarked:

"You know, I just can't help feeling that the State of North Carolina would have been better off if we had all stayed home."

The lawmakers did establish a policy of building adequate secondary roads to stand the weight of farmers taking their produce to market in trucks. They did double the appropriation for the farm census and provide that it be taken every year. And they did provide more adequate treatment for mental patients.

But they kicked the schools in the pants. They didn't do anything about cutting the teacher's load—in fact, under the appropriations for schools the load probably will increase. They didn't do anything about redistricting, despite the State Constitution making it mandatory. They left with a budget some $15,000,000 to $20,000,000 out of balance unless there is a miracle. And, incidentally, if inflation gets high enough to bring in more money, costs also will rise. They handed Judge Luther Hamilton special legislation putting him back at the State pay trough. They ended the (See CAPITAL CHATTER, Page 19)

SOUTHERN ENGINEERING COMPANY

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WAR ON RATS

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Now, with amazing ease, you can clear your place of these disease carrying, property destroying rodents—and keep it clear, thanks to D-CON and its wonder working active ingredient WARFARIN. This scientifically developed product, discovered by the University of Wisc., is recommended by Federal Departments, county agents and the Farm Press of America. Its miracle, result producing action has been proven again and again in hundreds of supervised and controlled tests.

SAFE, CLEAN, EASY TO HANDLE

D-CON is new, different. It outsmarts the rats because only cumulative doses prove deadly. Tests prove that rats return for successive daily feedings—they do not detect the source to avoid it—and a few days of feeding spell their doom.

ENOUGH TO CLEAR YOUR PLACE OF RATS

Enough D-CON to clear the average farm of its entire rat population will be sent you in a plain wrapper with an ironclad money-back guarantee, for only..... $2.98

RUSH YOUR ORDER TODAY

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531 W. WEBSTER AVE. • CHICAGO 14, ILLINOIS

RESULTS ARE GUARANTEED

Rats are smart—they have survived all efforts to destroy them. Now with miracle working D-CON, their days are numbered. D-CON will clear your place of rats in 15 days—or it won't cost you a penny. By following the simple feeding instructions, your troubles with rats and mice are over—now and forever.

HANDY MAIL ORDER COUPON

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531 W. Webster Ave., Chicago 14, Ill.

Please ship immediately d-con WARFARIN concentrate on your money-back guarantee.

☐ Ship C.O.D. I'll pay $2.98 plus C.O.D. postage.
☐ I enclose $2.98. Please send postpaid.

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ADDRESS_____

CITY_____STATE_____

RUNNING WATER PROTECTS FARM HEALTH

By HERBERT C. ANGSTER

The need for farmers to protect their health and that of their families is more important today than it has ever been before. International developments and tension between East and West only too clearly indicate that the day of total resource and manpower mobilization in the United States is not far off.

The man on the farm is being called on to increase his output of food for the free world. At the same time, he faces a scarcity of helping hands. In view of this, a sickness on the farm will mean much more than the loss of one person's effort. It will mean a heavy extra load for the others to carry, others who already will be doing a Herculean task.

WATER SYSTEMS MONTH

The importance of running water under pressure to the American farmer in the difficult times ahead is to be emphasized by the National Association of Domestic and Farm Pump Manufacturers. The Association has designated the month of May, 1951, as National Water Systems Month.

The theme will be "Produce More Food—Produce Better Food; Save Labor—Guard Health." Power companies, county agents, and water system dealers will all do their part in showing the farmer the advantages of installing an electric water system on his property.

Running water—and plenty of it—farmer who has an electric water is the key to fighting disease. The system now has the best ally in preventing disease or infection among the members of his family.

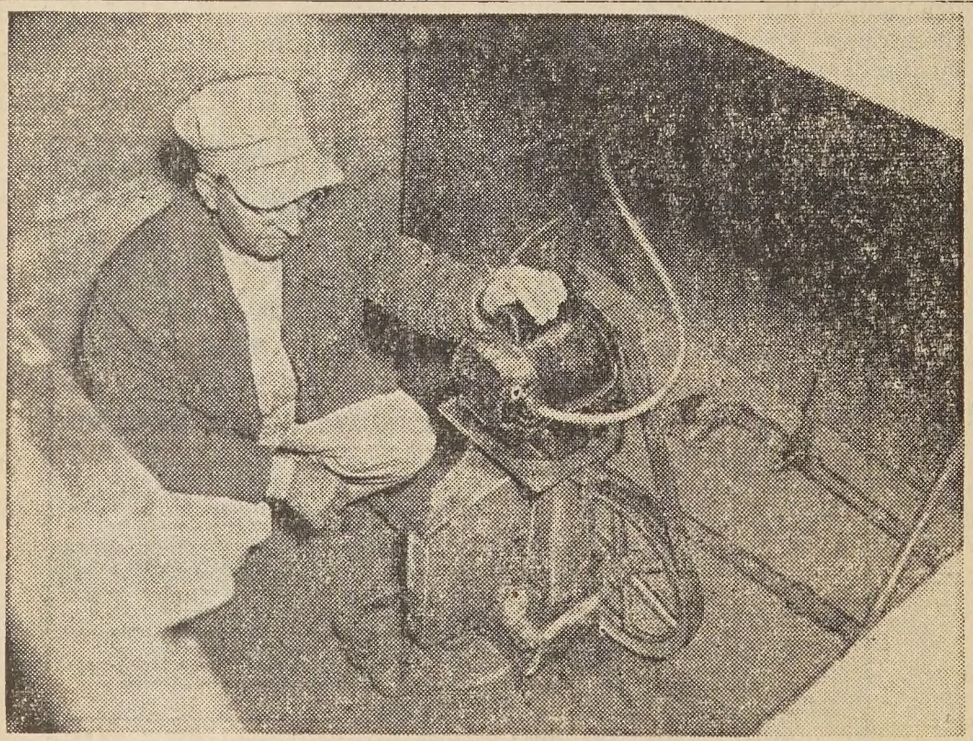
In addition to increasing his dairy, poultry, and stock production, a plentiful supply of water permits greater cleanliness about the farmer's house and barns.

Running water on the farm opens the way for the benefits and conveniences of bathrooms, showers, automatic washers, and plenty of hot water.

Running water lightens labor—saves steps. It has been estimated the average farm housewife spends 30 days a year carrying 20 tons of water 75 miles when there isn't running water available.

PROTECTS HEALTH

A plentiful supply of water makes more frequent bathing possible, a definite health safeguard. Cleanliness depends upon frequency of bathing as well as thoroughness in washing. Homes without running water use about six to eight gallons of water per person per day. When running water is available, this amount increases to as much as 40 gallons a day.



This farm pump is silent, compact, and dependable in operation. May is the ideal time to invest in electrified running water. Ask your electric water systems dealer how your family can have better living standards with plenty of running water.

An electric water system makes possible the installation of a modern, time-saving, economical water heater. Thus, hot water, perhaps the greatest health-giving agent next to sunlight, is readily available to combat sickness and the resultant loss of manpower.

Water, when supplied through an enclosed system of pipes, can be more easily safeguarded against contamination than water in the open. Likewise, running water provides the most sanitary and convenient way of disposing of waste material.

Unprotected water supplies account for the fact that typhoid is far more prevalent in rural areas than in urban. Dysentery and other intestinal disorders are also more prevalent in areas with unprotected water than in those with an enclosed water system.

A child born in a home with running water has a ten per cent better chance to live than one born in a home without this necessity.

Running water reduces the time spent on farm chores. Washing dairy implements is made easier with it. A thorough hosing is the best and quickest way to clean out stalls, vats, tanks, and milk and ice houses.

An electric water system is a self-liquidating investment. It is a necessity, not a luxury. The farmer uses a binder only several days a year, a plow only several weeks a year. A water system is used every day and night of the year.

The farmer is every bit as convinced that his way of life is the only way as the city dweller is certain that urban life is best. That is a matter of opinion. What is not a matter of opinion is the inevitable responsibility of the farmer to do for himself what metropolitan agencies do for the city person.

One of the most important of these responsibilities is maintaining good sanitation conditions. The farmer must maintain a private water supply, a private system for disposing of waste, a private milk supply, and, for the most part, a private food supply. Because of this, the farmer must have a thorough grasp of information on these matters where the city dweller need know nothing of them except, generally, the price of the service or commodity for which he pays.

NOT EXPENSIVE

Installing and maintaining an ef-

(See RUNNING WATER, Page 19)

ELECTRIC "COWBOY" KEEPS STOCK IN PLACE

This spring, an electric "cowboy" will ride the range to help farmers and ranchers keep their stock in the pasture and out of planted fields.

This cowboy is the old stand-by 6-volt Winchester "Hot Spark" battery that years ago gave a balky Model T a frosty morning pickup. Cowboy Hot Spark is more useful than ever on the farm now because he's the waterproof dry cell buckaroo that makes the "touch-me-not" electric fence a safe and economical way to keep the stock where it belongs.

Electric fencing with the use of dry cell batteries is one of the farmer's most inexpensive means to keep his stock where he wants it.

NOT DANGEROUS

The shock from an electric fence charged with dry cell batteries harms neither man nor beast. When first used, it's a good idea to attach some feed to the charged wire. One or two nibbles will teach respect. Animals that rush through a new fence should be returned. One shock is usually enough to give the animal the idea. Vicious animals may need to be taught respect by looping a charged wire inside their corral or lot.

Little or no knowledge of electricity is required as reliable fence controllers approved by underwriters, which keep the current going through the electric fence intermittently many times a minute, come with simple instructions easy to follow. Homemade controllers should never be used.

USE BARBED WIRE

Electric fence wire can be moved from one location to another, but it is best to make permanent installations. Metal or wood fence posts are suitable. Post to fence horses should be from 40 to 50 feet apart. Twenty-five to 40 feet apart is satisfactory for smaller animals. Corner posts should be braced to withstand the tension of stretched wire.

In states where barbed wire is legal, it is usually preferred. Like any other electric fence wire, it should be fastened to the posts by insulators and should not come in direct contact with posts, weeds or the ground. Inexpensive solid type, but never split type, glass or porcelain insulators should be used rather than old rubber or necks of bottles. Substitutes are a poor economy as they don't work well or last long.

Where gates are required, attach the wire to a spring to maintain tension and continue the wire through the center of a wood or rubber handle to a hook to fasten to a continuation of the wire on the other side of the gate.

How high the wire should be strung from the ground depends on the size of the animals to be fenced. Generally, you measure the distance to the ground from about the middle of the animals' head when grazing. Following are average fence heights for various animals:

6 to 16 inches.....pigs
10 to 18 inches.....sheep, goats
12 to 18 inches.....calves
30 to 36 inches.....cows
30 to 40 inches.....horses

With your fence built, just attach Cowboy Hot Spark and a grounded fence controller and you're in business to charge a fence that can be 12 to 15 miles long.

Cattle Graze On A Billion Acres

The grasslands, hay lands, and forested range lands of the United States cover 1,135,000,000 acres, nearly 60 per cent of the total land area. They furnish about half of the feed for all livestock.

Nearly 250 million acres of the virgin grasslands have been plowed up and used for crops or for pasture in rotation with crops. The central prairies which formed the largest body of highly productive soils in America, have been converted almost entirely to crop land. Of the 400 million acres of western semi-arid lands, about 12 million acres have been reclaimed by irrigation.

The country has more than 175 million acres of improved pasture on fair to good land, but most ungrazing lands are semi-arid or rough, uncultivated, unfertilized, with relatively poor soil as compared with crop land. The best are on the great plains of the west, nearly 750,000 acres now mostly privately owned ranches.

The dominant vegetation of 125 million acres of southwestern arid grazing lands is desert shrub, some species of which are grazed and browsed, but others are not palatable and cannot be grazed. Most of these in New Mexico, Arizona and Southern California, are publicly owned and are used little or not at all for grazing.

The Pacific Coast states have nearly 100 million acres of grazing lands, both open and forested. The humid pastures of Washington and Oregon contain about 5 million acres, and the irrigated pastures of the West about 2 million acres. Even if all the usable parts of Western grazing lands were pushed to their physical limits as croplands, there would still be some 500 million acres left for grazing. Though the carrying capacity on the whole is low per acre, many of the grasses and other plants are nutritious and supply feed for a large portion of the Nation's livestock.

GOOD PASTURE PRACTICES

Sometimes weeds are so destructive that the use of chemicals may be desirable, but in most cases a steadily maintained program of meadow improvement will yield all the weed control really needed.

No practice is more helpful than the use of fertilizer. Few weeds respond to fertilizer as well as do good forage crops, which soon crowd out less desirable plants. Even hawkweed and cats-ear, which are turf formers themselves, are unable to compete in fertile soil. The very presence indicates impoverished soil. They survive because the soil is too poor to support their betters. A simple application of superphosphate and nitrogen is often all that is needed to cause weeds almost to disappear.

All annual weeds, and most biennials, reproduce chiefly by seeds. Prevention of seed production is the first step toward eliminating them. Use of a mowing machine and if necessary, a scythe, in June and in August, is inexpensive practice that yields very large returns.

MOWING DOESN'T KILL

Mowing prevents the weeds from spreading but may not kill them. Perennial weeds such as Canada thistle, broomsedge, and ironweed, are not killed by mowing any more than is alfalfa. Depending on the species, mowing must be accompanied by fertilizing, or by the use of chemical weed-killers.

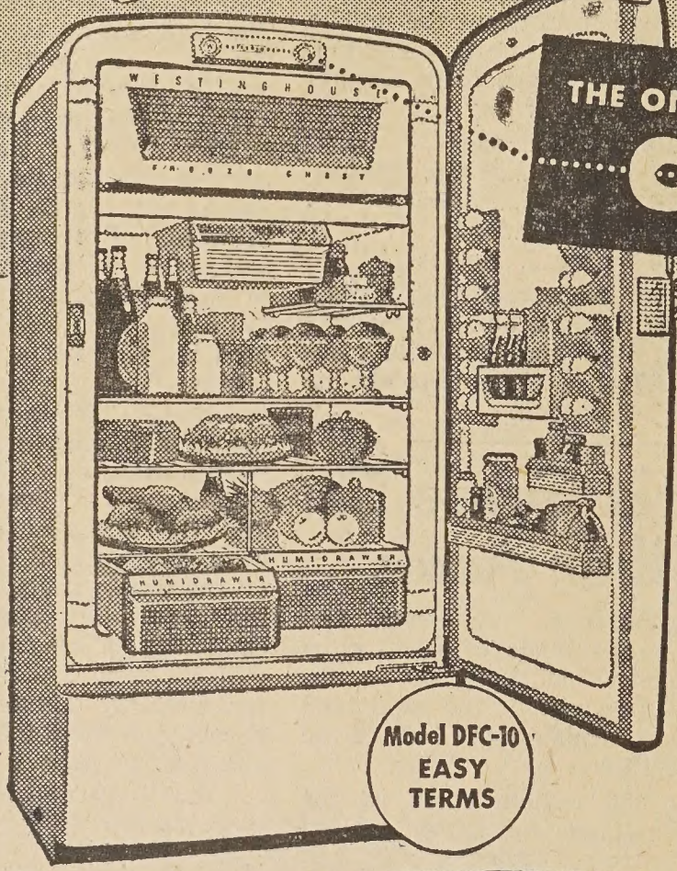
Wild carrot, bitterweed and rag weed tend to send out new shoots from the base of the mowed plants, especially in wet seasons. Frequently these shoots form so close to the

(See Pasture Page 19)

THE GREAT NEW Westinghouse

FROST-FREE*

THE ONLY REFRIGERATOR THAT ..... COUNTS ...



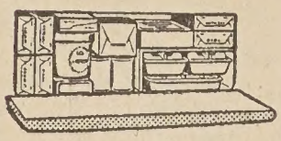
Model DFC-10
EASY TERMS

Westinghouse FROST-FREE is the only refrigerator that COUNTS! It counts door openings, because door openings let in warm air which causes frost to form.

At every 60th door opening FROST-FREE quickly and automatically defrosts itself . . . evaporates the frost water.

FROST-FREE is the *only home-proved* completely automatic refrigerator . . . the only one that defrosts *exactly* when defrosting is needed. Come in . . . see the new FROST-FREE and other Westinghouse Refrigerators today.

WOMEN LOVE THESE FEATURES, TOO



GIANT FREEZE CHEST keeps frozen foods in near-zero cold.

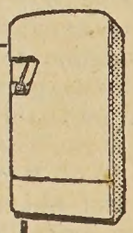
- CONVENIENT BUTTER KEEPER
- ROAST-DEEP MEAT KEEPER
- EXTRA-LARGE HUMIDRAWERS
- EGG KEEPERS and Shelves-In The-Door
- TRIPLE-PLATED SHELVES
- NEW 3-way Door Handle:

NO DEFROSTING *Anywhere! Any Time!*

*Trade Mark

BUY WITH AN EYE TO THE FUTURE

Value depends on the built-in quality your eyes *can't see!* That's why *You Can Be SURE . . . If It's WESTINGHOUSE*



YOU CAN BE SURE..IF IT'S Westinghouse

THE TURNAGE CO., INC.
SALES AND SERVICE
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FARMVILLE, N. C.

BLACKWOOD ASSOCIATE STORE
J. H. PHILLIPS, Owner
201 W. WALNUT ST., PHONE 2142
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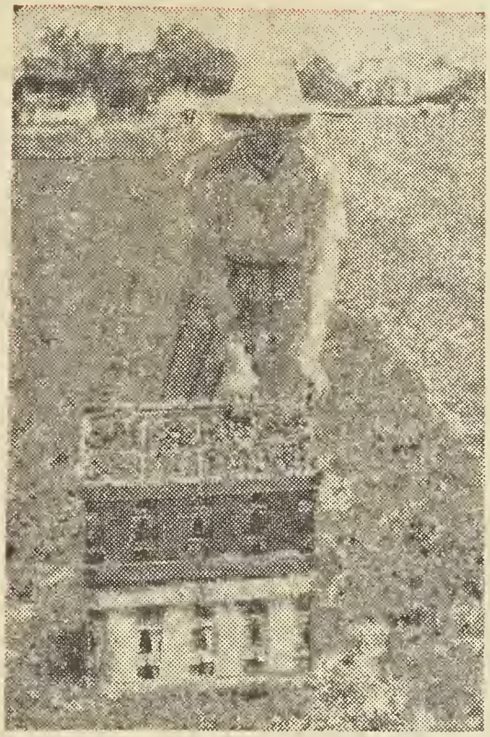
WHEDBEE FURNITURE CO.
RAILROAD STREET — PHONE 228
"EVERYTHING FOR THE HOME"
AHOSKIE, N. C.

Z- 4-5

STRAWBERRIES A TARHEEL MONEY CROP

North Carolina has never been recognized as a strawberry growing state. It holds eighth or ninth place on the national level although the state does boast the country's largest single outlet—Wallace, located down in Duplin County. There's a lot of activity around Wallace, Burgaw, Tabor City and Mt. Olive this month. The small farmers and land owners in that area are beginning now to see the value of that little patch of strawberries they nursed through the winter and spring. Last year, according to the figures of the State Department of Agriculture, about 2,200 acres of good Tar Heel soil was in strawberries. This was no great shakes compared to the number one berry-growing state of Louisianna, but it did bring a tidy profit to the few who raised them.



Strawberries are an important money crop for farmers in eastern North Carolina.

HIGHER PRICE

Farmers in North Carolina took to market and sold 145,000 crates of strawberries in 1950. The average yield per acre was 63—24 quart crates. And for those crates of red berries, the farmer got an average of $7.90 per crate. Preliminary sales figures for the 1951 season show a much greater increase in the crate sales price. Some reported as high as $13.00.

Raising strawberries in North Carolina is not a particularly difficult job. Most of the berry crop recorded by the Department of Agriculture came from small farm owners and large families. It takes a lot of hands to harvest the berries—they are usually picked every other day during the season—and a man with several children is well off when the berries become ripe and ready for market.

The strawberry is distinctly an American fruit. Many of the present varieties are the combinations of the best qualities of the Eastern North America berry and the Chilean strawberry of western North and South America.

NEW VARIETIES

The development of new varieties was speeded up by private breeders during the last quarter of the 1800's and the first quarter of this century. During the past thirty years most of the new varieties have been introduced by Federal and State experimental stations. The breeding work of these stations is designed to provide varieties of good quality for long distance shipment, high flavor for the home garden and varieties of best color and texture for freezing.

The standard commercial varieties of Tar Heel strawberries bear picturesque names: Blakemore, Klondike, Massey, and Missionary. A majority of these old tried and true varieties are largely confined to Duplin, Pender, Sampson, and Wayne Counties. The Massey type berry, grown and harvested at the Coastal Plain Station, averaged 196 crates per acre. It topped the Blakemore and Missionary variety by 49 and three crates, respectively.

Of the newer varieties, Midland has shown promise in the Piedmont and Mountains. It is a poor plant producer except under the very best conditions.

Tennessee Supreme, another new variety, has given good results as a freezing berry in the Mountains. Indications are that it is generally superior to Howard 17 (premier), long a standard variety in that area. Tennessee Beauty is worthy of trial in the home garden and local market according to experienced growers.

LAND SELECTION

For the farmer who has decided to put in a strawberry patch, several things are important. First is the selection of land. Agricultural experts say to observe carefully the following three points in choosing land for strawberries. They are: Soil type, moisture conditions, and cropping history.

Soil Type: Strawberries are grown on a wide variety of soils in the United States. Successful crops are grown on soils ranging from heavy clay to coarse sandy ones. However, soil which is easily managed and has considerable humus is generally preferred. In North Carolina sandy loams are most commonly chosen.

Moisture Conditions: It's best, say the experts, to choose a tract of land so located that drainage is adequate. Choose land that will not flood during wet weather for long periods of time, but not so high that it becomes too dry in times of light rainfall. Some of the coarser sandy soils are too dry for good yields. Moist land is preferable.

WATCH PARASITES

Cropping History: The crop that precedes strawberries on a given tract of land may have an important effect on the stand of plants obtained. A field of corn, for example, is usually infested with corn-field ants. These ants colonize and protect several kinds of root aphids (root lice), including the strawberry "root louse." Losses of plants due to this pest are great. The same trouble has been found in cases where strawberries follow cotton. If there is reason to believe that a field is infested with root lice or any other parasite, it's safer to choose some other tract for the berry crop.

As is true in starting any new crop, careful attention to the land is important. New land is usually acid and for that reason the prospective strawberry grower is advised by agricultural men to lime the soil before setting plants. It improves the stand of

(See STRAWBERRIES, Page 19)

It's Really T

Some Straight Shooting Facts For Every Co-op Member

Did you ever watch a common ant tugging away desperately on a bread crumb? Recall how it struggled, rested and then struggled some more? With all the lowly ant's persistence it could not budge the morsel of bread. It was just too big a job. But, what happened when the ant was joined in the project by hundreds of other workers? The bread crumb was moved away, quickly and efficiently. The whole ant colony benefitted. No single ant was strained in the task.

This little example of cooperative endeavor may appear slightly juvenile, however it does illustrate perfectly the necessity of cooperation. The word itself is easy to define — it means working together. When hundreds or

Your Business

Your rural electric co-op is a self-supporting, tax-paying local business. Protect yourself and your co-op from unfair tactics by keeping yourself accurately informed. Remember, what affects your cooperative affects you. Don't let anyone tell you different.

thousands of people band together in a common effort the problem or project is usually solved.

Not too many years ago only city folks and a handful of lucky farmers had electric lights in their homes. Plain simple electric lights. Plenty of our rural neighbors were disgruntled and unhappy. They wanted electric lights, too. But like the ant they couldn't do the job alone. They couldn't force anyone to give them lights. And they couldn't install lights themselves. Where would the power come from?

Some 15 years ago the Federal Government began the first step to help provide electric lights and power for our rural people. The demand was there but how to get them power posed a rather sticky problem. It was solved eventually by the creation of the Rural Electrification Administraton, or simply REA.

Now REA itself is not a power corporation as many people would have you believe. It's true, REA is a Federal agency, but it has never generated a single kilowatt of electricity nor has it a single mile of line. It has, on the other hand, provided interest-bearing loans for farm people to build their own lines and in some cases to generate their own power when none was available from any other source. Just like the ant story. Many working for the benefit of all

Of course an unorganized group of farmers, men and women inexperienced in the construction and operation of electric lines, would find the task impossible to complete unaided, regardless of the amount of money available to them.

The next logical step then was to organize a cooperative. And the cooperative idea itself is not new. An adaptation of the "work together" principle was known in this country as early as 1752. The group of farm people, now organized officially into a rural electric co-op, hires a manager. A trained person with wide experience in the management, accounting, engineering and personnel fields. The efficient operation of the co-op is entrusted to this man. He in turn employs various assistants, engineers, bookkeepers, line and maintenance men and other personnel. The general overall operation of the co-op is governed by a board of directors elected by and from the original group. And that means you and your family.

So it's not difficult then to see one simple fact: Your rural electric co-op is really your business. It couldn't be any other way!

. . The Carolina Homemaker . .

By MISS YORK KIKER, Home Economist

HOT WEATHER DRINKS

MOLASSES MILK SHAKE

Mix 2 tablespoons light molasses, 2 tablespoons lemon juice, 1 teaspoon sugar, ¼ teaspoon grated lemon peel, and 1 cup milk in a shaker. Add a large serving of vanilla ice cream and shake. Serve with butter wafers or sugar cookies. Serves 1.

APRICOT NECTAR

Put 1 cup chilled apricot nectar into mixing bowl, add 2 teaspoons lemon juice, pinch salt, 1 tablespoon sugar, and a large serving of vanilla ice cream. Beat just long enough to blend. Serve in a tall glass garnished with mint. Serves 1.

FROSTED PUNCH

Combine juice of 2 large chilled oranges (1 cup), juice of 3 small limes (½ cup), juice of 1 large lemon (¼ cup), 1 cup chilled pineapple juice, and ⅔ cup sugar. (Note: Canned fruit juices may be substituted if desired.) Add 3 large servings (1 pint) of vanilla ice cream and beat just long enough to blend. Makes 1 quart.

ORANGE EGG

1 egg
1 cup chilled orange juice (fresh, frozen or canned)

Beat the egg lightly. Add the orange juice and beat again lightly. Serves 1 generously.

FROSTED PEACH COOLER

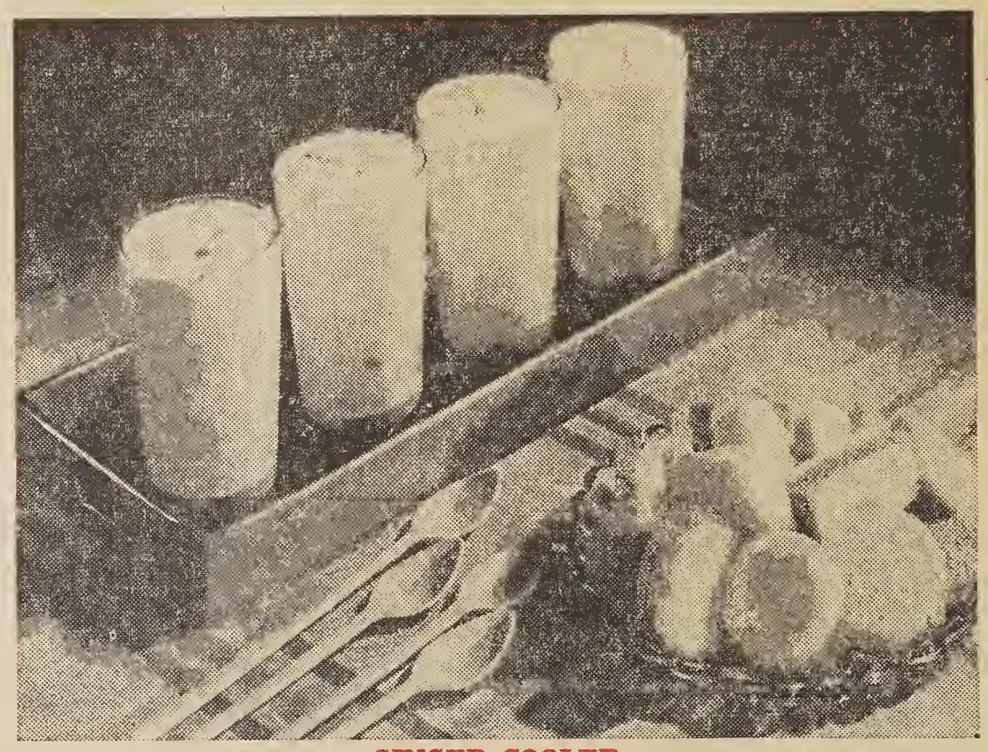
1 cup sliced peaches
4½ cups milk
¼ cup light corn syrup, or sugar to taste if preferred
1 cup vanilla ice cream

Mash the peaches with a fork and add the corn syrup. Add the milk and mix well. Place the ic ecream in six glasses and fill with the peach milk.

GINGER COOLER

1 cup milk, chilled
Pinch salt
½ cup gingerale
2 to 3 tablespoons vanilla ice cream

Pour milk in a tall, chilled glass. Add salt and stir in gingerale. Top with ice cream and serve immediately. Makes 1 tall glass.



GINGER COOLER

HONOLULU FROST

⅔ cup chilled pineapple juice
1 spoonful vanilla ice cream

Combine pineapple juice and ice cream. Beat to a froth with rotary beater. One serving.

STRAWBERRY PUNCH

2 cups strawberries
⅓ to ½ cup sugar
2 cups milk
½ pint strawberry or vanilla ice cream.

1. Clean and sieve the berries, reserving a few for garnish.
2. Mix in sugar. Chill.
3. Add milk and the ice cream. Stir until the ice cream is partially melted.
4. Pour into glasses. Garnish with whole strawberries. Four servings.

PURPLE COW

Put ½ cup chilled grape juice, 2 tablespoons sugar, and 1 tablespoon milk or ice cream into a ten-ounce glass and stir well. Then add ½ cup chilled gingerale and 1 large serving of vanilla ice cream and stir well. Add gingerale to fill glass three-fourths full. Top with another serving of ice cream. Serves 1.

BANANA MILK SHAKE

Put 1 cup chilled milk, 1 medium banana, mashed, ⅓ cup orange juice, 1 teaspoon sugar, 1 large serving of ice cream, and pinch of salt into mixer and shake well. Pour into a tall glass. Serves 1.

HOUSEHOLD HINTS

Cover bare bed-springs, so sheets won't catch on them and tear. Avoid yanking sheets off the bed without loosening the edges first.

Never slam the doors of your refrigerator—slamming loosens joints and operating parts, hastens the need for repair bills. Don't yank out the ice-cube trays. Treat them gently to avoid loosening or jolting the delicate mechanisms. Don't pack the shelves to tightly—perfect refrigeration depends on free circulation of air inside the compartment. Always wipe up spilled food immediately. Prevents corrosion.

Fill the washing machine to the water line. Too much water cuts down efficiency and may damage the

Continued Next Page

WHIRL-A-BOUT

Get right into Fashion's charmed circle! Here it is—the skirt you must have! Gayest, gracefulest of whirls, specially spectacular in a knockout flower or picture print!

Pattern 4970 comes in waist sizes 24, 26, 28, 30, 32. Size 28, takes 4¼ yards 35-inch fabric.

TEEN'S Just-Sew Story

9250 — Just sew THREE main pieces—and it's yours! The back bodice and shoulders are cut in one piece. Comes in sizes 11, 13, 15, 17. Size 13 takes 2¾ yards 35-inch fabric and 1 yard contrasting fabric.

9144 — Glamour for the sun. Pattern has plans for square-dance length dress with push-up sleeves. Teen-age sizes 10, 12, 14, 16. Size 12 takes 2⅞ yards 35-inch fabric; 1¼ yards contrast

4579 — Square-Dance Duet. Blouse can be worn on or off shoulders. Sizes 11, 13, 15, 17. Size 13 blouse takes 1⅝ yards 35-inch fabric; skirt, 4⅛ yards.

Send THIRTY CENTS (in coins) for patterns 9250, 9144 and 4579 to the Carolina Farmer, Pattern Department, 232 West 18th St., New York 11, N. Y. Send TWENTY FIVE cents for pattern 4970. Print plainly NAME, ADDRESS, SIZE and STYLE NUMBER. Our Summer Pattern Book is yours for Twenty Cents. Be the first to have this collection of styles that make sewing a pleasure. There's a Free Pattern printed right in the book, too.

HOUSEHOLD HINTS

(Continued From Page 14)

mechanism. Too little will not get your clothes clean. Use no more than the recommended amounts of soap and water softeners. Too much sudsing cuts down cleansing. Don't overload the machine—follow instructions. Don't overwork the washer. Run it only as long as is actually necessary.

Don't expect your washing machine to take greasy old work overalls and turn them out spotless. Soak extra-dirty clothes for a while in good soap solution and make it easier for the machine to do its job.

Rejuvenate that old sewing machine by giving it a thorough cleaning and lubrication in this way: First, move it near a radiator or stove to get it warm. Then clean every moving part with kerosene. Wipe off the old, dry oil that oozes out. When the parts have been cleansed throughout, apply a little lubricating oil. Now try the machine. Wonderful, no?

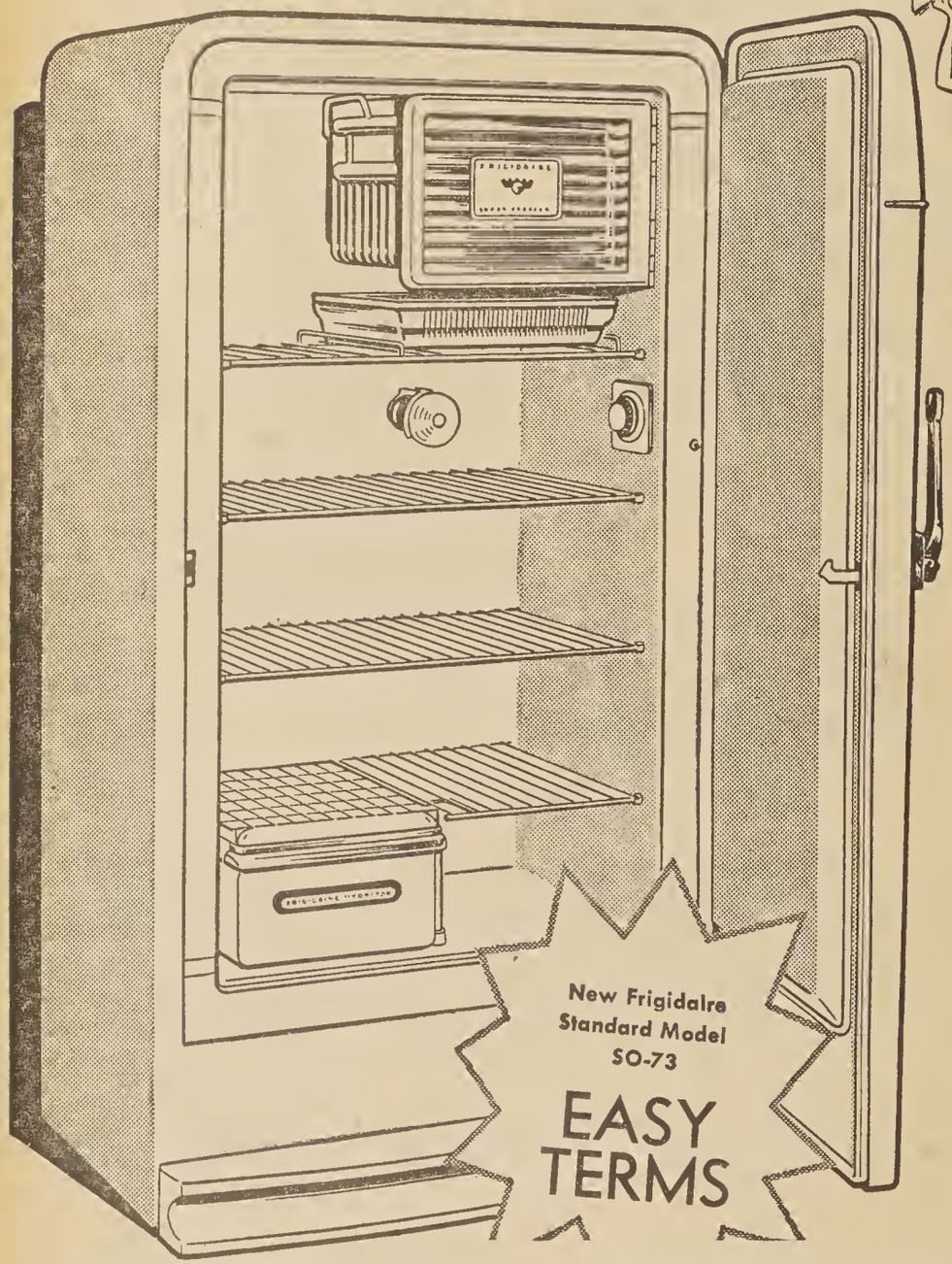
Well-scoured coffee pots make the best-flavored coffee. Rancid tasting coffee is often the result of tiny particles of old coffee which cling to the inside surface. Wash thoroughly in clean hot soapsuds, using a small brush to get into all crevices. Rinse thoroughly in clear, hot water. Dry. Air between uses.

MADE FOR ONCE-A-WEEK SHOPPING!

Family-sized, Budget-priced

Frigidaire

NEW IN VALUE!



New Frigidaire Standard Model SO-73

EASY TERMS

Has many features you'd expect to find only in higher priced refrigerators!

See All These Features!

- Famous Meter-Miser mechanism with 5-Year Warranty.
- Exclusive Quickube Trays with Instant Cube Release.
- Porcelain Hydrator holds more than 9 quarts fruits and vegetables.
- Rust-resistant, sturdy shelves with plenty of room for tall bottles.
- Large Super-Freezer holds over 19½ lbs. frozen food.
- Cold Storage Tray for quick chilling meats, beverages.
- New, beautiful cabinet design and fittings.

Ask about the new Master, De Luxe and Imperial Models, too!

BROWN'S AUTO SUPPLY CO., INC.
"ANY PART FOR ANY CAR"
SANFORD - JONESBORO - SILER CITY

McGOUGAN ELECTRIC CO., INC.
ELECTRICAL CONTRACTOR - WATER SYSTEMS
TABOR CITY, N. C.

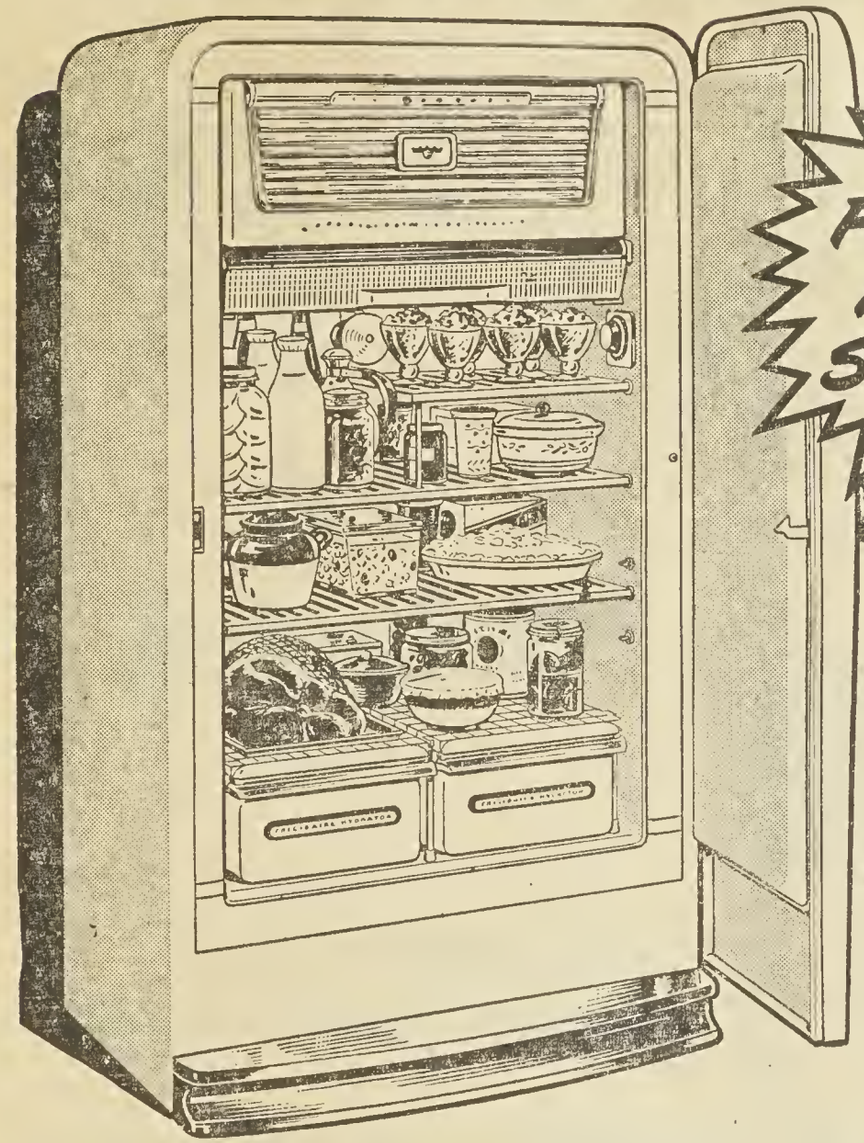
WILLETTS MOTOR COMPANY
"YOUR FORD AND GOODYEAR DEALER"
BOLIVIA, N. C.

WALLACE HARDWARE & MACHINERY COMPANY
FRIGIDAIRE SALES AND SERVICE
WALLACE, N. C.

BARWICK'S HOME APPLIANCES
"QUALITY PRODUCTS & QUALITY SERVICE"
CLINTON, N. C.

Z-4

3 NEW FRIGIDAIRE MODELS

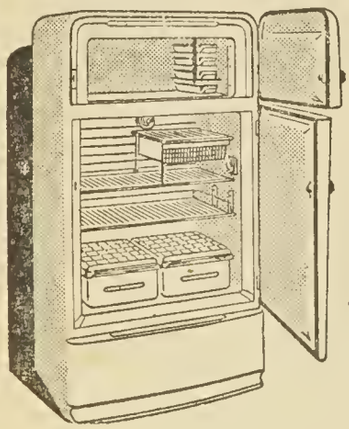


MADE FOR ONCE-A-WEEK SHOPPING!

Now you can have a refrigerator that lets *you* decide when to shop. Perhaps it's a day when stores are less crowded—parking is simpler, shopping's more leisurely. Whatever day you choose, you have the assurance that your Frigidaire Refrigerator will give you plenty of space—and the right kind of cold—for keeping all your foods *safe* from one shopping trip to the next. Shown here are representative models of Frigidaire's complete line.

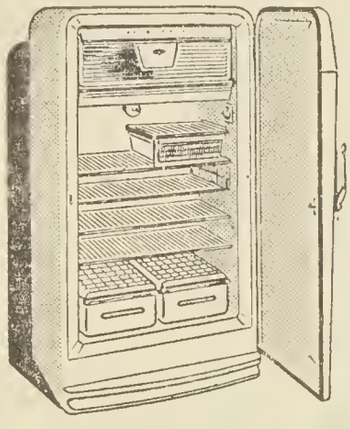
FRIGIDAIRE MASTER MODEL—MO-81 gives you 8.1 cu. ft. of storage space. Its full-width Super-Freezer Chest holds over 41 lbs. of frozen foods. You have 15.7 sq. ft. of shelf area and more space *between* shelves. Twin, stacking Hydrators give you moist-cold storage space for over 19 quarts of fruits and vegetables. Famous Meter-Miser mechanism provides a constant flow of safe cold top to bottom.

Frigidaire reserves the right to change specifications, or discontinue models, without notice.



FRIGIDAIRE IMPERIAL MODEL

IO-100—a new and different 10 cu. ft., 2-door refrigerator—gives you *three* kinds of cold, each with its own refrigerating system. Food-Freezer Cold in Locker-Top, Super-Safe Cold in food compartment, and Super-Moist Cold in Hydrators. Truly, America's finest refrigerator!



FRIGIDAIRE DE LUXE MODEL

DO-107 has 10.7 cu. ft. of storage space, full-width Super-Freezer Chest with 49 lb. capacity, Cold-Wall Cooling in food compartment. Has all the latest food-keeping features including Frigidaire's exclusive Quickube Ice Trays and the new, improved Meter-Miser mechanism.

Visit Your Frigidaire Dealer's Showroom. There's a Frigidaire Dealer near you. See him next time you're in town. Or write Frigidaire Division of General Motors, Dayton 1, Ohio.

Refrigerators • Electric Ranges • Automatic Washer
Electric Ironers • Automatic Clothes Dryers
Kitchen Cabinets and Sinks • Electric Water Heaters
Food Freezers • Electric Dehumidifier • Air Conditioners

FRIGIDAIRE
Home Appliances

New! YET BUDGET PRICED

New 6.10 CU. FT.

1951 Hotpoint Refrigerator

17-lb. Speed Freezer
Genuine Hotpoint Quality

• You'll have to see this new low priced Hotpoint to appreciate what a great quality value it is . . . the kind of top-quality you expect from Hotpoint. Here's the same all-steel construction found in de luxe models, the same beautiful Calgloss enamel finish that won't chip, crack, or flake. Don't wait—see it today!

- **Large glass chiller tray**
- **Durable, corrosion-resisting shelves**
- **Automatic interior light**
- **Safety Stop checks door swing**
- **Automatic door latch**
- **5-Year Protection Plan on famous Thriftmaster Unit**

Z. J. CARTER & SON
"Cash or Credit"
WALLACE, N. C.

CARTHAGE HARDWARE, INC.
"The New Hardware"
CARTHAGE, N. C.

MEDLIN & DORMAN, INC.
RALPH and ROY MEDLIN, Owners
BENSON, N. C.

Z-4

STRAWBERRIES

(Continued from Page 11)

plants and increases the yield. Bear in mind, however, that too much lime can be harmful. On overlimed soil, the leaves frequently have a yellow color which indicates a lack of manganese and zinc. Use agricultural (dolomitic) limestone, and broadcast it on the land at least two months before you intend setting out plants. Then disc the land at intervals of a few weeks to mix the lime thoroughly with the soil.

CULTIVATING AND MULCHING

Most Tar Heel farmers, raising strawberries for market, follow the matted row method of cultivation. These plants are usually set two feet apart in rows three and one-half feet wide. In cultivating, the cultivator will drag many runner plants into the plant rows which are from 15 to 18 inches wide. It is advisable not to let these runners take root between rows.

In eastern North Carolina, by far the larger strawberry growing region, mulching is accompolished by applying pine needles during February. They are scattered lightly over the plants in the middle between rows. Much the same procedure is followed in the mountains except mulching is started in December.

Strawberry raisers at auction have learned to pick their berries two or three times a week or every other day. They leave about one-fourth of the stem attached and discard all poorly colored or soft berries. These will spoil a whole basket before it reaches the market.

RUNNING-WATER

(Continued from Page 8)

fective electric water system is not the overwhelmingly expensive undertaking most farmers think it is. The initial cost of the installation will rapidly be gained back through increased profits, proven by tests to come with running water. Maintenance of the system over the years is a matter of pennies in cost. On a dairy farm, for instance, one extra pint of milk daily will usually pay for the electricity needed to supply the herd for that day.

Latest estimates show electric service to be available to 4,261,745 of the total 6,010,522 farms in the U. S. today. Daily, it is becoming more available to the rest.

RAT BAITING PART OF SPRING CLEANUP

Spring cleanup time should also be rodent control time, according to pest control specialists. For best results, they advise this three-point program:

1. **Remedy poor sanitation.**
2. **Ratproof buildings.**
3. **Place rat bait, according to directions.**

Good sanitation demands the removal of all rubbish piles of all kinds, because they afford protection for hiding and underground breeding. Lumber and firewood should be piled on racks at least one foot from the ground—never directly on the ground. Insofar as possible, feed of all kinds should be protected.

Corn cribs, granaries, cellars, homes, warehouses, and other buildings should be ratproofed to keep the rats out. Bulletins which describe ratproofing methods are available from your local health officer or county agent.

Baiting is the third and most effective blow in the Spring anti-rat campaign. Outstanding among the available poisons is warfarin, a powerful new substance developed in the laboratories of the University of Wisconsin. This new bait is recommended because:

It kills both rats and mice; the potency of the poison is consistent; it is a slow killer, and does not cause "bait shyness"; rodents do not develop a tolerance for warfarin; it may be purchased as a concentrate or as ready-mixed bait; and warfarin is relatively safe to use.

In using warfarin bait, it is important that it be made available to rodents at all times. Bait stations—shallow containers protected with a board or a wooden box—are normally examined and replenished at least every 48 hours. A limited number of permanent bait stations may be used to kill newcomers and to control reinvasion.

CAPITAL CHATTER

(Continued from Page 7)

era of toll-free roads in the State, authorizing a "Turnpike Commission" to build super-toll roads across North Carolina. And they high-Jacked $5000,000 from the primary road system and handed it on a silver platter to the cities and towns to pave streets —with the possibilities of graft limited only by the amount of money the city or town gets.

But the worst thing was the way the 1951 General Assembly was dominated by lobbyists and back-of-the-scenes politicians. These men named committees, told committee chairmen what to do. Many lawmakers seemed more interested in taking a boot at Kerr Scott than in passing decent legislation.

No matter how much they try to dress it up, the 1951 Legislature was one of the worst since—and possibly including—reconstruction days.

PASTURE

(Continued from Page 9)

ground that a second mowing does not destroy them. To avoid this, the first mowing should be high enough to leave at least a 6-inch stubble. The new shoots then grow tall enough that the second mowing destroys them.

CONTROL GRAZING

Control of the rate of grazing affects the weeds in a pasture quite as much as the grass, but in the opposite way. Both overgrazing and undergrazing tend to depress the grass and improve the weeds. The species of weeds may change, but the total quantity is likely to increase. So changing the rate of grazing may or may not change the weediness of the field. It may merely change the species. But a change in the grazing rate plus the use of chemical weed killers and other good practices all taken together, usually result in better grass and fewer weeds.

NOW IT'S GOODBYE FLIES WITH BIG STINKY OUTDOOR FLY TRAP
LURES . . TRAPS . . KILLS

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ELECTRIC

Co-op managers and directors attend one of a series of management improvement meetings conducted under the supervision of local committeemen appointed by the State Association of Rural Electric Cooperatives.

MANAGEMENT IMPROVEMENT

Managers and directors of North Carolina REA financed rural electric distribution systems are constantly on the alert to improve the efficiency of their member-owned cooperatives. For the past 15 years the operation of a rural electric distribution system was largely a matter of construction. The most important phase of the operation was stringing the pines and setting the poles so that the members could enjoy the blessings of electricity.

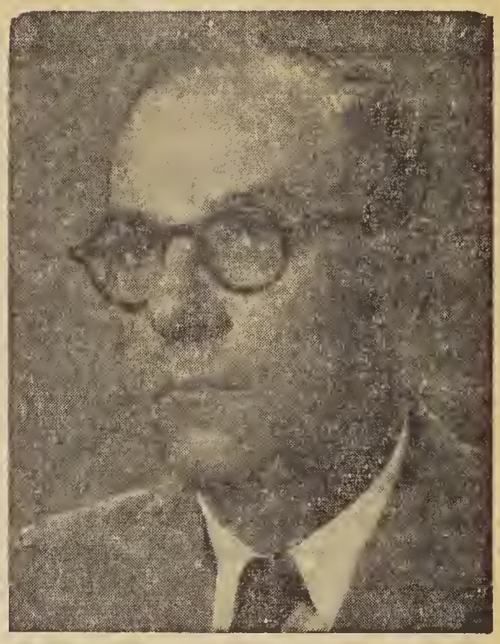
When this construction period began back in 1935 North Carolina had less than 5,000 miles of rural electric distribution lines. The power companies had constructed lines to only 3.2 per cent of North Carolina's farms, leaving 96.8 per cent forever doomed to darkness unless they paid almost prohibitive prices to the power companies to insure their all important profit.

To the managers and directors of the newly organized rural electric cooperatives fell the job of providing electric power to this vast majority of rural homes and farms. The fact that the power companies had refused to serve the rural areas because in their opinion the operation would not be profitable serves to prove that the farm people who were the first members of these co-ops chose wisely and well their directors who in turn secured the services of a manager who was capable of doing what the power companies said could not be done. As evidence that these directors and managers have done an outstanding job against overwhelming odds is found in the fact that not one of these cooperatives has failed to meet its loan obligations on time. In many cases North Carolina co-ops have made payments on their loans secured from the Rural Electrification Administration before the due date.

Today 87 per cent of North Carolina's rural people have electric service. More than 70,000 miles of electric distribution lines have been constructed or is authorized. More than 38,000 miles of line has been constructed by cooperatives, more than half the lines in the state. There can be no doubt that in the matter of construction the cooperatives have done a job that they can be justly proud of.

Shown above, left to right, attending management improvement meeting in Raleigh on April 20th are Walter J. Clayton, labor relation specialist, REA; William Grove, head of management division, REA Region I, and Gilbert L. Whitley, manager of Pitt-Green EMC and local committee chairman.

With the biggest job behind them the directors and managers were not satisfied to rest on their laurels. Many problems of management that were sometimes neglected in the scramble of building lines are being attacked with the same honest intent that made the success of the construction program a foregone conclusion. Problems of membership information, wage stabilization, labor relations, office procedure, employee benefits, material procurement and business management are but a few of the problems now confronting these leaders.



R. S. BURNS
Retiring President of NCRECA

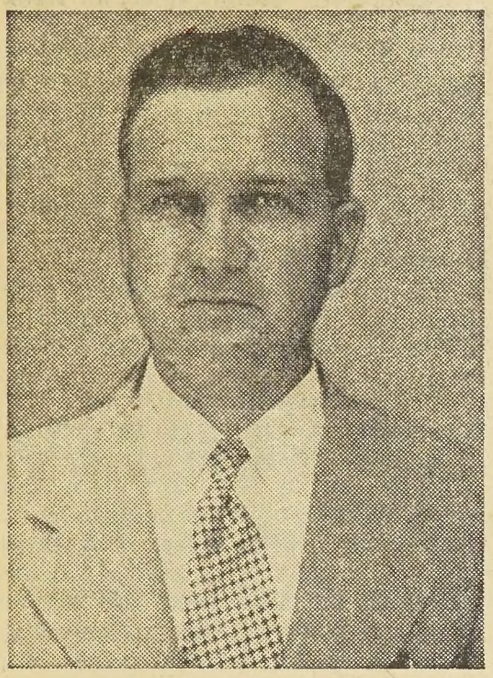
In an effort to explore every possibility of improvement in management and service to the members these leaders first decided through their state association to hold a series of management improvement meetings. The Rural Electrification Administration offered the services of William Grove, head of the management division of REA's region 1. Grove then made the necessary arrangements for a series of sectional meetings and secured the assistance of other outstanding experts in the field of business management who were anxious to take part in the program.

From the beginning the meetings have been a huge success. Farmers and rural businessmen who serve as directors of their co-op without pay learned the fine points of present day management. All of them feel better equipped to handle the affairs of the co-op and with their manager assure the continued success of the operation for and in the interest of their members.

The meetings will continue as an important function of the state association of rural electric cooperatives. All are agreed that the study of good managerial practices is an unending job and the leaders of North Carolina's rural electric co-ops have no intention of allowing themselves to be caught napping.

CO-OPS IN ACTION

North Carolina Rural Electric Co-Op Assoc. Ends Another Successful Year



R. R. EDWARDS
Retiring Vice-President of NCRECA

A VIGOROUS new force making itself felt in the field of rural electrification and agriculture in North Carolina. It is already well rooted and is gaining in size and strength every day. It is a force that has helped countless farm homes obtain electric power in the past and will greatly strengthen the farmer in North Carolina in his battle to maintain and expend rural electrification until it has reached even the most remote farm home.

Such a force is the state association of REA financed electric membership cooperations. The North Carolina Rural Electric Cooperative Association represents more than 100,000 rural families in North Carolina through the 29 active rural electric distribution systems that make up its membership. Activities of the state association in the past has been directed toward better management and better membership participation in the affairs of the individual co-op. Under the inspired leadership of various co-op managers who serve as president of the association for a year at a time, progress has been made in the fields of engineering, community and public relations, membership information, safety and job training, employee relations, rural telephones and management improvement.

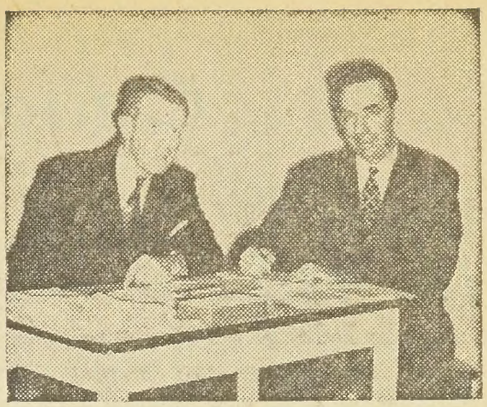
The state association is a service organization whose purpose is to constantly search for ways and means for improving the program of service to the members of rural electric co-ops. Each successive manager who is elected to the presidency of the association immediately attempts to discover new methods by which this service can be further expanded

During the past year the activities of the state association has been under the direction of Robert S. Burrus, President of the association and manager of the Surry-Yadkin EMC. With the very capable assistance of R. R. Edwards, Association Vice-President and manager of South River EMC, and French Smith, Association Secretary and Manager of Davidson EMC, president Burrus formulated a program that has seen the association take great strides in the past twelve months.

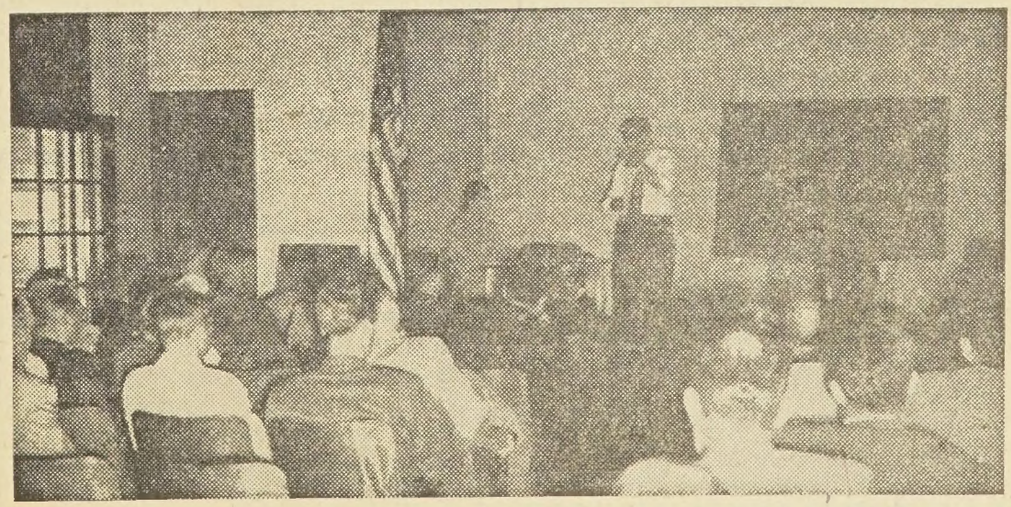
Highlights of the year under Burrus' administration was the highly efficient and business-like method of conducting the association's business and meetings. The appointment of various committees brought forth a wealth of information that will be used for the benefit of the program and the farm people of North Carolina in general.

Outstanding achievements include startling progress in the matter of membership importance to the co-op and the necessity of keeping the members well informed. Groundwork has been done in securing information that may make it possible for the co-ops, through cooperative efforts, to secure a traveling caravan for annual meetings as a part of the statewide program. The formation of a formal state association with the legal power to engage in enterprises requiring investment and the assumption of obligations was also greatly assisted by Burrus and the officers of the N. C. Rural Electric Cooperative Association. Such an association is now operating in North Carolina and is another step forward in the progress of rural elecrification.

At the next meeting, scheduled for May 23-24th, new officers will be elected for the coming year. The program that is formulated by the new president and his officers will have to be a good one to compare favorably with those of his predecessors, but one thing is certain it WILL be a GOOD program because as in the past the new officers will have the COMPLETE and WHOLE-HEARTED support of every member of the association.



Gwyn B. Price, right, chairman of North Carolina's REA, and Jack Shehee, REA Safety Engineer, talk job safety at a recent meeting.



Supervisors and Co-op line foremen attend safety and job training school —two-day affairs, these meetings emphasize safety on the job.

Editorially Speaking

CIGARETTES AND TAXES

We've got just a few words to say about cigarettes, the money Mr. Farmer gets for his tobacco and the taxes on a single package of smokes.

The popular-priced cigarette is one of the mass-production achievements of the twentieth century.

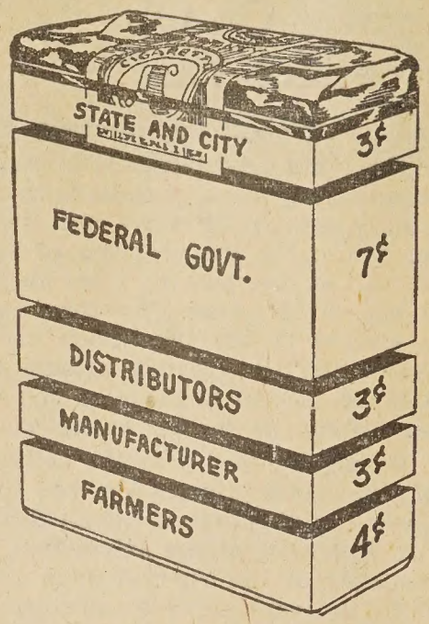
Americans now smoke about 350 billion cigarettes a year. This is over 100 packs a year for every person in the country. Fifty years ago, people in this country smoked less than three billion cigarettes, or the equivalent of only about three packs a year per capita.

The cigarette has become one of the daily necessities of millions of Americans. Most people smoke; and the infinitive "to smoke" generally means, to smoke cigarettes. Prisoners ask for them. Truck drivers inhale them. They are the common currency of courtesy in this country, the initial bond of friendship between callings and classes. They are the poor man's satisfaction as well as the rich man's pleasure.

Recently, General MacArthur said ". . . The entire amount should be used to purchase American cigarettes which, of all personal comforts, are the most difficult to obtain here." In a previous war, General John J. Pershing said, "You ask me what we need to win this war. I answer tobacco as much as bullets." And long before that, General George Washington wrote, "I say, if you can't send money, send tobacco," in 1776.

This year U. S. Treasury officials have proposed that the tax on cigarettes be raised again, from the present seven cents a pack to ten cents. The present federal tax on a package of cigarettes is already more than what the tobacco farmer and the manufacturer together get from the package. In many states the combined federal, state, and sometimes local taxes on a cigarette pack are more than the whole tobacco industry, including farmers, manufacturers, and distributors, get for their work. In other words, the taxes double the cost of the pack to the smoker.

The illustration shows how a typical package of smokes in a typical city is sliced up. See what Mr. Farmer gets?



An increase in the tax on cigarettes threatens the livelihood of hundreds of thousands of people now dependent on this business, by threatening to cut down the demand for their product.

About 750,000 farm families derive their living in part or wholly from tobacco crops.

THINGS HAVEN'T CHANGED MUCH

It is a gloomy moment in history. Not in the lifetime of most men has there been so much grave and deep apprehension; never has the future seemed so incalculable as at this time.

"The political cauldron seethes and bubbles with uncertainty. Russia hangs, as usual, like a cloud, dark and silent, upon the horizon of Europe; while all the energies, resources, and influences of the British Empire are sorely tried, and are to be tried more sorely in coping with its disturbed relations in China. It is a solemn moment, and of our trouble no man can see the end."

Something from today's newspaper?

No, it was said by the editor of Harper's Weekly in 1857. Yet we managed to solve the problems of 1857—and since then we've made more progress than had been made in all the time since the first Colonists from Europe landed in North America.

We can solve our present day problems, too, if we prepare for the future rather than become afraid of the present.

BRIEFLY

About 750,000 farm families derive their living in part or wholly from tobacco crops.

Tobacco is the fourth most important cash crop in the United States and ranks first in Maryland, North Carolina, Virginia, Kentucky and Connecticut. There are over a half-million people in families dependent upon wages earned in the country's modern cigarette factories.

YOUR METER IS O.K.

In all but a few rare cases that electric meter of yours maintains accuracy as fine as that of a Swiss watch. In fact it is built of better materials and assembled with greater care than most watches anyhow. Still, a few co-op members every now and then come up with the idea that their Meter is fudging on them. A test usually proves them mistaken. Meters are built for years of accurate service under all kinds of weather conditions. Unless a meter has been deliberately broken or burned out it will tell the truth—always.

However, if your bill has suddenly shown an unexplained increase make the following checks:

1. Disconnect your main switch (or turn off all breakers in the old type panel). Wait a few minutes then look to see if the meter disk is still turning. Something's wrong if it doesn't stop with the main switch out (or all breakers off).

2. Check for leaks in wiring by unplugging all appliances, turning all lights off. (Be sure, though, that the main switch is on). If the meter had stopped on Check 1 but now keeps turning call any qualified electrician to check your wiring.

3. Be sure that you have not left lights on or appliances running in some outbuilding, attic, basement or an unused room.

4. Check to see if your refrigerator

5. Be certain that you've figured your bill correctly. Recheck your meter stub. It's easy to make a hasty reading—and a mistake.

door fits snug. If the door leaks the refrigerator motor will run longer and start more often. Call a repair man.

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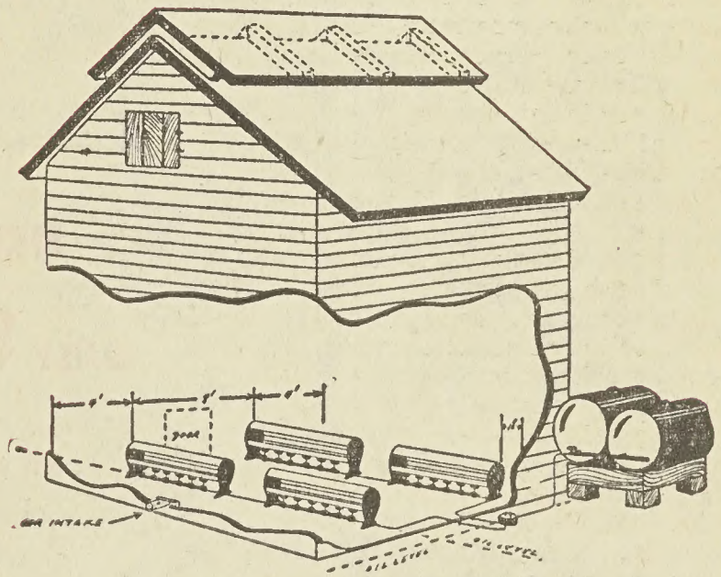

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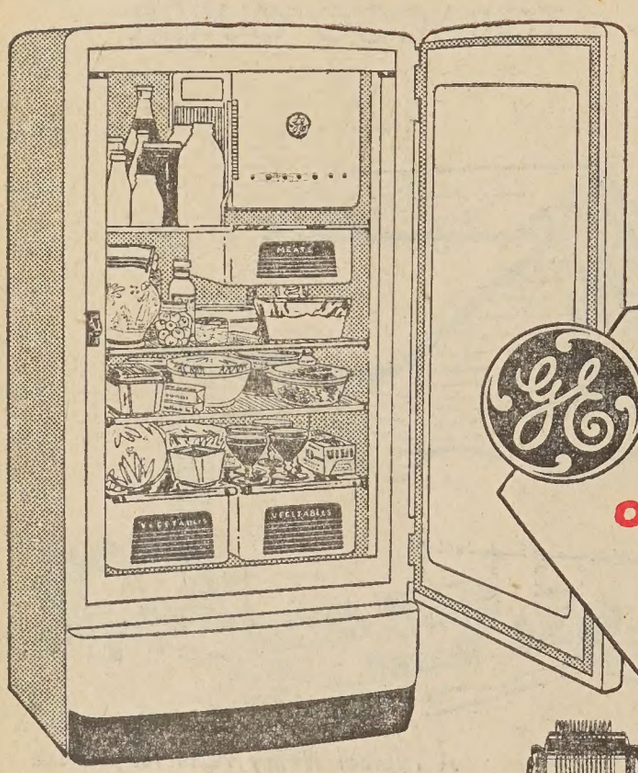

MODEL NCS-8

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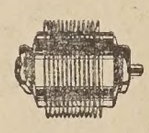

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